**2014 ATAA General Membership Meeting Agenda**

The Annual General Membership Meeting of the Akhal-Teke Association of America, held at the Hilton Garden Inn, Roseville, CA

**Called to Order**: Saturday, September 27, 2014 at 9:10 am by Terri Fender, President

Roll Call, Secretary, Cathy Leddy: Pat Johnston, Amrita Ibold, Michelle Fight, Vicki Lacina, Jeremy and Catrina Quantrell, Jas Shearer-McMahon, Terri Fender, Cathy Leddy, Betsy Wandler via Skype, Jack and Tish Saare, Deb Bowker, Donna Haselow (a few minutes later)

Minutes of 2013 General Membership Meeting read by Cathy Leddy.

**Motion: Amrita motions to approve 2013 General Membership Meeting Minutes, Catrina Seconds. Approved**.

Presentation of Officer and Committee Reports:

President’s Report – Terri Fender, Not too much to report, things are moving along, keep being positive, figure out how to retain and get new members. Pat Johnson suggested we have everyone introduce themselves and say why they come to the meetings. We do. Most people say they like to meet other Teke people, see new places and horses. Need to get younger people involved. It needs to be reasonably affordable.

Treasurer’s Report- Amrita Ibold. Amrita is putting $100 each month into savings (keeps us from paying any fees). We have 9410.85 in savings as of 9/25/2014 and 10,196.80 in our CD. Checking account: Income from 1/1/2014 through 9/23/2014: 2396.55. Expenses: 2147.19. Overall, we are 249.36 in the black. The complete year to date accounts were given to Cathy for inclusion into the Corporate Logbook.

Secretary’s Report – Cathy Leddy. Things are getting done, annual report, taxes are filed. All items go into the Corporate Logbook for future reference. Members: 61 members as of 9/22/2014. 7 Lifetime, 25 Individual, 14 Ranch, 1 Family, 11 Friends, 3 international. Early renewal drive last year worked very well. Pat Johnston and Amrita will do a survey for non-renewing and current members to find out why people didn’t renew. Tish suggests sending them a membership application and SASE, Betsy suggested same. Post on Website, maybe have something when people return survey – voucher? Betsy also suggested that if people renew they get a % off each year and/or as a thank you for referrals for new members. Discussion about costs**.** If people are paying via Paypal, we don’t get their preferences, so we always send them a ‘welcome’ email and ask.

Motion: Betsy motions that if members renew or join by March 1st of that year, they get put into a raffle for 50% off Conference Fees. Amrita seconds.

Tish suggests we put together something for Pony Club and 4-H. Fa’s color poster – Cathy will send copy to Amrita and Tish, sire lines also. We can give local libraries copies of our DVDs.

Survey: Will put Pat’s Survey in the October Newsletter with results in the January Newsletter. We should ask Blaine Fender how to get more Facebook likes, list Facebook page in prominent place on website.

Registrar’s Report – Amrita Ibold, Will add time limits on how long registration should take – DNA reports weren’t sent back in a timely manner. Help people know when to ask if things are almost done. Betsy had an idea to streamline registration – she suggested no photos required. Amrita explained Russian Registration, which we must be compliant with. We will advertise ATAA helping with Russian Registration as a perk of ATAA registration. Will send out an email blast when we’re ready.

Website Report – Amrita Ibold- continued above discussion, Ask General Membership for Facebook Challenge – Catrina suggests doing a promotion for 100th member – free friend membership each 100th like on Facebook. Amrita and Cathy will write something.

Newsletter Report- Cathy Leddy

Awards Committee- Catrina Quantrell- Giving out 2 sets of awards for 2014, this year there will be embroidered vests for Alphabet Orgs awards. Betsy and Catrina would like ideas for member awards –what do people like to get? Also, members need to nominate for Awards. Each newsletter will have info on awards. Amrita proposes an incentive type fund Pilot Program, where if you are a member on a registered horse and do a recognized event, send in the link, a high resolution photo, will get some sort of money back from ATAA. Suggestion of sending a banner to put on stalls, Donna suggests finding a sponsor for USDF awards (expensive!). Talk about giving out checks (large fake check) at Alphabet Award national conferences. Catrina, Betsy, Amrita and Pat will come up with a proposal. Start with a $600 budget – proposal in October newsletter.

Promotions Report – Tish Saare – HorseFlicks – We have a draft, will look at it after lunch. Expos – Betsy Oct. 17yh, Sabrina went to Heirloom Expo, Terri went to MN Horse expo and Mn State Fair. $150 per event is available. Jas and Betsy might do the Rocky Mountain Expo. Tish is open to suggestions, AT banners for sale? Amrita and Catrina will look into how to do this.

Membership Packet extra – ideas? Let Tish know. Talked about a large magnet, trailer decal. Michelle offers to do something up for membership packet.

Nomination and Elections Report – Jas Shearer-McMahon

Passing of Ballots, voting and announcement of New BOD members, Jas Shearer-McMahon – All three candidates were elected – New board is Catrina, Betsy, Tish, Cathy, Amrita, Jas and Pat Johnston, new board member.

Farm Reports during ballot counting

China report: Amrita reports that Chinese market for ATs is getting good, conditions have really improved in the last few years.

Lunch, Terri called meeting back to order at 1:05 pm

Silent Auction-Amrita Ibold Will close at 6:55 pm

Old Business

Logowear for sale- Only sweatshirts for sale, no caps (embroider disappeared). Pat asks about an ATAA patch- Amrita’s friend will look into it.

New Business

Proposal for streamlining registration from Betsy Wandler- talked about it in the morning

What else to do to retain members?-Survey, that Pat and Amrita will work on.

2016 Rare Breeds Show- outreach to all Teke people

2015 Annual Conference- Had THREE interested parties to host 2015’s ATAA Conference. Jas suggests we go with the first reply and ask if the other two would like to do it in years to come. The three are: Eron Owens of Indiana, Rod Hunt of Minnesota and Sabine Desper of VA. Eron said yes first, so next year’s conference will be in Indiana. Michelle suggests that university students might be interested in helping with photography

Watched HorseFlicks DVD – overall very positive feedback, a few small things still need to be fixed. Tish will contact Jon. Tish will contact the Kentucky Horse Park Gift store and see if they would like to sell the AT HorseFlicks DVD – if so, that amount will change how many we order. Start with KHP and go from there.

Meeting adjourned at ??